DOCUMENT RESUME

ED 383 017 CS 508 925

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TITLE Persuasion: Reception and Responsibility. Fifth Edition.
REPORT NO ISBN-0-534-10134-8
PUB DATE 89
NOTE 448p.
AVAILABLE FROM Wadsworth Publishing Company, 10 Davis Drive, Belmont, CA 94002 ($29.35).
PUB TYPE Guides - Classroom Use - Instructional Materials (For Learner) (051)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Advertising; Communication Research; Ethics; Higher Education; *Language Role; *Mass Media Effects; *Mass Media Role; Media Research; *Persuasive Discourse; Politics; Propaganda; Theory Practice Relationship
IDENTIFIERS *Media Campaigns; Media Ethics; *Rhetorical Strategies

ABSTRACT

This book is designed to develop students' skills both as consumers and as producers of persuasion. The book explains, with examples from diverse media campaigns, strategies of persuasion constantly used in the mass media, in political rhetoric, and in advertising. The book covers material on persuasion theory, persuasion research, and persuasion ethics, language use and symbols, nonverbal communication, and cultural and psychological approaches to persuasion. Chapters in the book are: (1) Persuasion in Today's World; (2) Perspectives on Ethics in Persuasion; (3) Approaches to Persuasion Research: The Roots of Research in Persuasion; (4) Symbol Making and Using--A Foundation for Persuasion; (5) Process Premises: The Tools of Motivation; (6) Content Premises in Persuasion; (7) Cultural Premises in Persuasion; (8) The Persuasive Campaign or Movement; (9) Becoming a Persuader; (10) Modern Media and Persuasion; (11) The Techniques of Propaganda; and (12) The Use of Persuasive Premises in Advertising. (NKA)

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